

SIGNIFICANT ISSUES

The Sports Authority indicates that the appropriation would be used to contract with Santa Fe Trails, a group comprising 10 golf courses in central New Mexico, to promote golf. It is not clear whether it will be used to market golf in central NM to in-state or out-of-state travelers.

The Tourism Department devotes a significant portion of its marketing budget on NM golf promotion, including one-fourth of its television advertising budget and sponsorship of golf tournaments.

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